



ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **313407 /**

Original Date / Revision
09/28/12 09/28/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Product

Arpaio for Sheriff

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **307**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 18% Market Value 213055

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	42611
KPNX	20%	42611
KPPX	%	0
KSAZ	21%	44741
KTVK	21%	44741
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	114	\$32,597.50	\$38,350.00	0.00
Totals	114	\$32,597.50	\$38,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	114	\$32,597.50	\$38,350.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	10/02/12	10/05/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	12	\$250.00	P-3	0.00	NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	12		\$250.00		0.00						
N 2	KNXV	10/08/12	10/08/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M- - - - -	3		\$250.00		0.00						
N 3	KNXV	10/02/12	10/05/12		CM	9am-10am	- TWTF - -	:30	8	\$75.00	P-6	0.00	NM	8	\$600.00



KNXV

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Contract / Revision **313407** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **307**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9am-10am Sonoran Living															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					8	\$75.00		0.00			
N 4	KNXV	10/08/12	10/08/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M - - - - -	:30	2	\$75.00	P-6	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - - - - -					2	\$75.00		0.00			
N 5	KNXV	10/02/12	10/05/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	8	\$250.00	P-6	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					8	\$250.00		0.00			
N 6	KNXV	10/08/12	10/08/12	M-F 10am-11am The View	CM	10am-11am	M - - - - -	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - - - - -					2	\$250.00		0.00			
N 7	KNXV	10/02/12	10/05/12	M-F 3pm-4pm Katie	CM	3pm-4pm	- TWTF - -	:30	8	\$300.00	P-6	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					8	\$300.00		0.00			
N 8	KNXV	10/08/12	10/08/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M - - - - -	:30	2	\$300.00	P-6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - - - - -					2	\$300.00		0.00			
N 9	KNXV	10/02/12	10/05/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					5	\$450.00		0.00			
N 10	KNXV	10/08/12	10/08/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M - - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - - - - -					1	\$450.00		0.00			
N 11	KNXV	10/02/12	10/05/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					5	\$150.00		0.00			
N 12	KNXV	10/08/12	10/08/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M - - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - - - - -					1	\$150.00		0.00			
N 13	KNXV	10/02/12	10/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					5	\$550.00		0.00			
N 14	KNXV	10/08/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M - - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - - - - -					1	\$550.00		0.00			
N 15	KNXV	10/02/12	10/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					5	\$550.00		0.00			



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Contract / Revision **313407** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **307**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	10/02/12	10/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					5	\$550.00		0.00			
N 16	KNXV	10/08/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$550.00		0.00			
N 17	KNXV	10/02/12	10/05/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$650.00	P-3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$650.00		0.00			
N 18	KNXV	10/08/12	10/08/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$650.00		0.00			
N 19	KNXV	10/02/12	10/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$850.00		0.00			
N 20	KNXV	10/08/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M- - - - -	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$850.00		0.00			
N 21	KNXV	10/06/12	10/06/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S					1	\$450.00		0.00			
N 22	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S					1	\$850.00		0.00			
N 23	KNXV	10/02/12	10/05/12	Nightline Nightline	CM	1035p-1102p / 113-	- TWTF - -	:30	8	\$450.00	P-3	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					8	\$450.00		0.00			
N 24	KNXV	10/08/12	10/08/12	Nightline Nightline	CM	1035p-1102p / 113M-	- - - - -	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					2	\$450.00		0.00			
N 25	KNXV	10/02/12	10/05/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	- TWTF - -	:30	8	\$200.00	P-3	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					8	\$200.00		0.00			
N 26	KNXV	10/08/12	10/08/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					2	\$200.00		0.00			
N 27	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **313407** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **307**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -		8				\$250.00		0.00			
N28	KNXV	10/08/12	10/08/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M- - - - -	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -		2				\$250.00		0.00			
N29	KNXV	10/06/12	10/06/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	- - - - - S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S-		1				\$250.00		0.00			
N30	KNXV	10/02/12	10/05/12	M-F 430-5am M-F 430am News	CM	430-5am	- TWTF - -	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -		2				\$50.00		0.00			
Totals														114	\$38,350.00